

24. A surface top covering for use in a commercial eating and/or drinking establishment by a customer using the surface top, said covering being applicable to the surface top and including a clear carrier film layer bearing a printed area forming a printed display layer constituting a promotional medium, and a semi-permanent adhesive layer to contact the surface top and to grip the surface top securely whilst the covering is in use by customers in the commercial eating and/or drinking establishment whilst not allowing the covering to be removed readily or damaged by customers and yet allowing complete removal and replacement of the covering with the carrier film layer, printed display layer and semi-permanent adhesive layer after a specified length of time.

25. A method of converting a surface top into a promotional medium in a commercial eating and/or drinking establishment in which the surface top is used by customers, said method including providing a surface top covering having a clear carrier film layer bearing a printed area forming a printed display layer constituting the promotional medium, a semi-permanent adhesive layer and a layer of release paper covering the semi-permanent adhesive layer, ensuring that the surface top is clean, smooth and free of protuberances, removing the layer of release paper and applying the covering to the surface top by contacting the semi-permanent adhesive layer with the clean and smooth surface top to grip the surface top securely whilst the covering is in use by the customers whilst not allowing the covering to be removed readily or damaged by the customers and yet allowing complete removal of the covering, completely removing the covering with the carrier film layer, printed display layer and semi-permanent adhesive layer from the surface top after a specified length of time, and replacing the removed covering by applying another surface top covering having the carrier film layer, printed display layer constituting the promotional medium and semi-permanent adhesive layer to the surface top by removing the release paper layer and contacting the semi-permanent adhesive layer with the surface top.